

IAP2 Canada Learning Webinar Series
April 2019

Communications & P2 Roadmaps

Putting your engagement
plan over the top





Thank you for joining us today!

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Goals for P2 & Communications

2

Integrate Communications & P2

3

Why's & How's of Communications Planning

Goals for P2 Goals for Communication

While goals for your communications plan and engagement plan are not likely to be mutually exclusive – they treat different areas of focus. Understanding how they interrelate will make both plans (or a combined plan) more successful in all areas.



Information about the Project

What is this project?
What is it trying to do?
How will decisions be made? By whom?
When?



Public Engagement

What should we consider when we make this decision? What do you need in order to be okay with this project? What will we do with your input?



Information for Awareness

Education: What is 'this'? Why is it important? How does it work? FAQ.
Campaign: Hey, this thing is happening! How can you get involved?



Information for Project Management

How far along are we? Are we on track? What are people saying so far? Are there any unforeseen issues? If yes, how are we handling it?

Communication Plan



Audiences



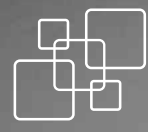
SWOT Analysis



Key Messages



Strategic Approach



Tactics & Distribution



Reporting

Engagement Plan



Stakeholder Analysis



Risks/
Sensitivities



Engagement Questions



Strategic Approach



Techniques & Activities



Report-back

Goals for P2 and Communication

The same, but different.

- In a written engagement or communications plan many sections have essentially the same purpose, if different detailed content, such as: Situational Analysis, Tactics, Timeline, Budget, Evaluation, etc.
- However there are sections where the two types of plans differ, or reflect different perspectives/objectives, such as: Key Messages vs. P2 Questions

Goals for P2 and Communication

"Let me 'splain. No, there is too much. Let me sum up."

~Inigo Montoya



Typically, your **communication** planning will focus on:

- What you need to 'say'
- Who you need to share that with
- The mix of communication tactics you will use in order to share it



Typically, your **engagement** planning will focus on:

- Who you need to listen to
- What you need to learn from them
- What techniques you will use to "discourse" with many voices



1. Create Awareness

2. Educate/
Inform



4. Evaluate

5. Report
Back

Implementing P2 & Communications

Integrate Communications into your P2 Plan

Clearly identify the purpose of the communication and where in the P2 plan it fits.



Create Awareness Educate/ Inform

Prior to
P2 Activities

Create Awareness: Let people know about the project and the P2 opportunities. Get people interested enough to take the next step – getting educated / informed.

Educate / Inform: Share the information about the project and the P2 process that people need to know in order to participate fully.

Engage



During
P2 Activities

Engage: Listen. Listen. Listen. We plan for how we will capture the input. We are also prepared for how to respond to both questions and any need to change process.

Evaluate Report Back



Following P2 Activities

Evaluate: Evaluate every P2 activity, communications messaging, and reach metrics to figure out what is working and what needs adjusting. Also evaluate the overall P2 process and communications plan at completion.

Report Back: Tell people what was heard during the P2 activities and what is happening with the input received.

The Why of Communications Planning

- How many “messages” did you receive today already?
- What “narratives” or “stories” are running through your mind?
- How do distinguish which messages, stories, and/or narratives are important to you?



The great enemy of communication, we find, is the illusion of it.

~William H. Whyte

Get The Story Straight ... To Start With

Create trust from the citizen's perspective

- What are we really talking about?
- What has already been accomplished, if anything?
- What can I have an impact on and what is already decided? (Stay on topic.)
- How will I know if you used my input or not?



What “story” will connect and impact this group?

Break Through the Noise

A public engagement plan can truly only be successful if the audiences associated with the plan **understand, believe, and act upon the messages received through** the public engagement process. This requires a comprehensive public engagement communications plan.

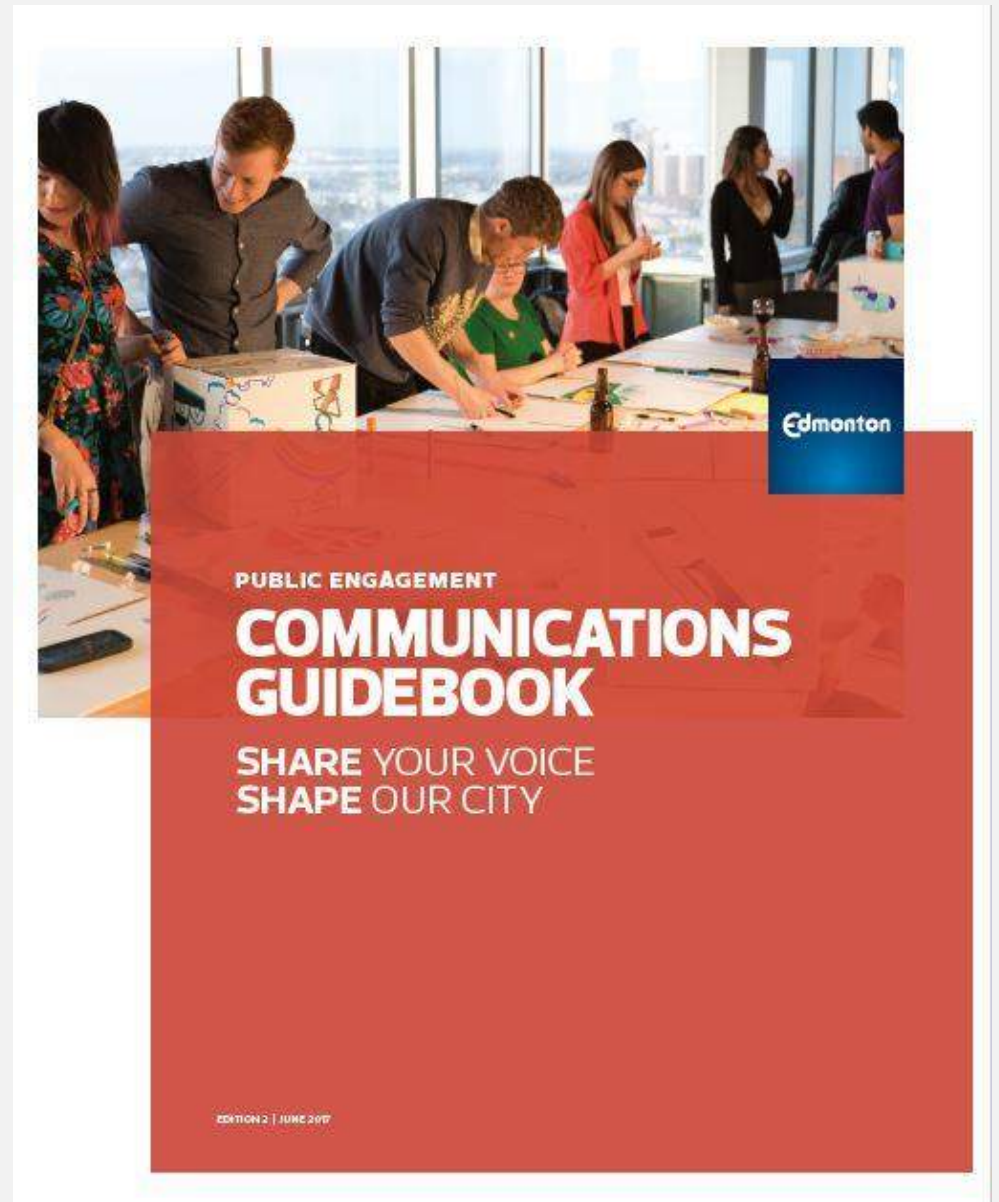


Aligning the Work of Communications and P2

The City of Edmonton developed a guidebook to help communicators work with public engagement professionals to enhance the citizen experience.



- Roles and Responsibilities
- Research and Planning
- Promotion
- Implementation
- Evaluation
- Reporting



Key Take-Aways



- Listen, listen, listen!
- Plan your key messages BEFORE you start P2 engagement
- Get clear on your P2 and Communications goals and how they interrelate at the start



Thank You!

For your time, your attention and your participation!

~ Wade, Lara and Kirsty



Questions?

Let's open this up to discussion

